



Logo Rules

We are pleased that you decided to participate in Trusted Choice®. We have invested substantial resources in developing the Trusted Choice® program and logo.

One element of the Trusted Choice® program is to maintain your agency's independent identity, while also having the right to display the Trusted Choice® logo. To help agencies use the logo properly, according to our standards, we created these Logo Rules to guide you through the requirements that enable us to maintain consistent and correct use of it. After each use of the Trusted Choice® mark, whether in text, signage, marketing materials, Internet or other locations, the current registration symbol must be used. At this time, that symbol is ®, and it appears throughout the Logo Rules with each presentation of the logo in superscript.

If you have any questions about the proper use of the Trusted Choice® logo or anything covered by the Logo Rules, please contact Trusted Choice® for further guidance at TrustedChoice@iiaba.net.

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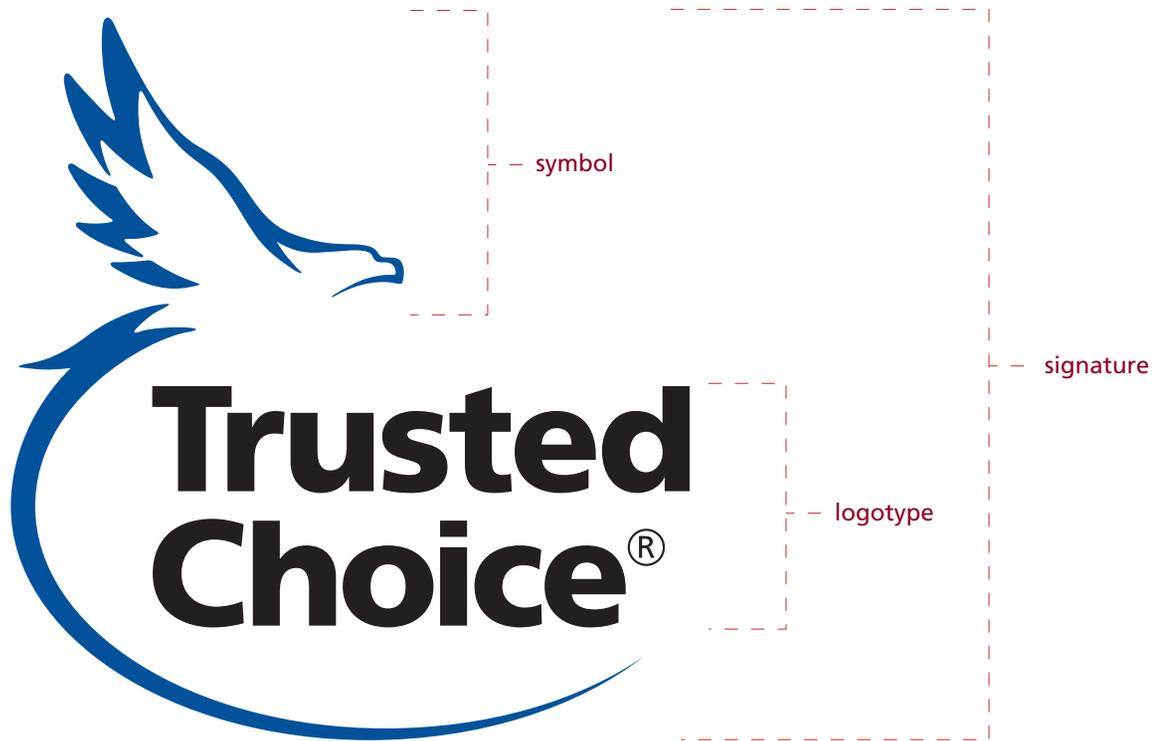
vertical

There are two versions of the Trusted Choice® mark that agencies may use, each with its own space configuration. This variety enables Trusted Choice® agencies to use the logo version that best fits your design space, while ensuring consistency to protect the brand's integrity. (Variations in sizes and color schemes will be highlighted later in the Rules.)

Vertical. This configuration features the logotype "stacked" on two lines within the symbol and no tagline. With its larger letters, this signature reduces well, and therefore is a good logo option for business cards, stationery and other small-space designs.

Horizontal. In rare instances where space limitations or zoning restrictions make the other logo versions unworkable, this horizontal version can be used.

horizontal





vertical

horizontal

STANDARD SIZE SIGNATURE



Each signature configuration is specially adapted for use in three size ranges to ensure optimum clarity and legibility. You must use signature artwork only within its designated size range. (Restrictions on signature color by size range are specified in the Signature Colors section.)

The size of the signature is measured vertically from the uppermost wingtip of the symbol to the base of the symbol's bottom curve.

There are three versions of the **vertical signature**: The standard version is used for sizes of 1" and larger. The small version is used for sizes from 0.5" to 0.99". The extra-small version is used for sizes from 0.3" to 0.49". (If absolutely necessary, this version can be used as small as 0.2", but never smaller.)

SMALL SIGNATURE



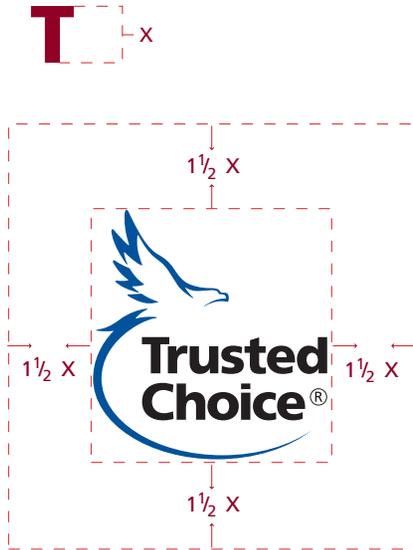
There are three versions of the **horizontal signature**: The standard version is used for sizes of 0.75" and larger. The small version is for sizes from 0.35" to 0.74". The extra-small version is for sizes from 0.2" to 0.34", but never smaller.

EXTRA-SMALL SIGNATURE



*preferred; absolute minimum size is 0.2".

vertical

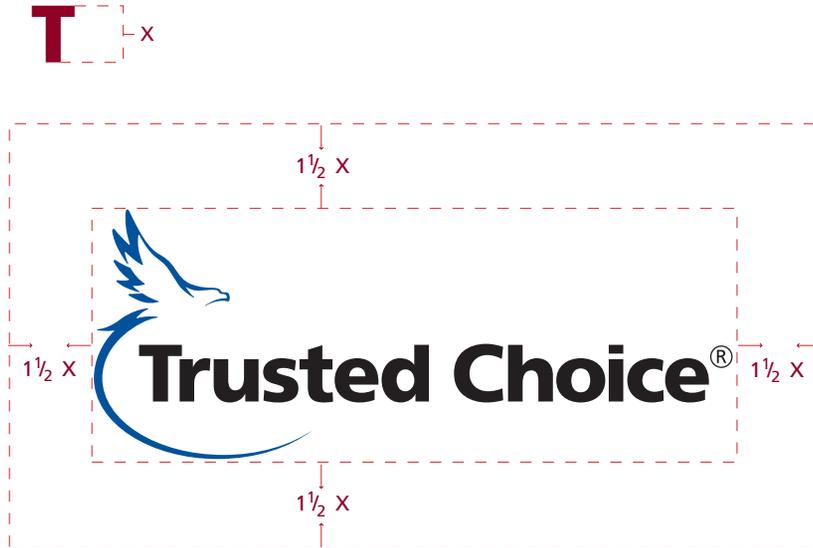


Clear space ensures that the signature is properly staged and has enough “breathing room” among the elements on a page. Do not allow the edge of the page or any competing visual element or shape to exist within the clear space.

Clear space is measured in terms of X, which we define as the height of the letter *T* in the Trusted Choice® logotype.

For all sizes of the vertical signature, 1.5 times X is the minimum clear space requirement on each side of the signature.

horizontal



Clear space ensures that the signature is properly staged and has enough “breathing room” among the elements on a page. Do not allow the edge of the page or any competing visual element or shape to exist within the clear space.

Clear space is measured in terms of X, which we define as the height of the letter *T* in the Trusted Choice® logotype.

For all sizes of the horizontal signature without tagline, 1.5 times X is the minimum clear space requirement on each side of the signature.

signature colors



The Trusted Choice® mark can only be used with the colors and formulas that follow:

Trusted Choice® Blue—PANTONE® 287
 Trusted Choice® Silver—PANTONE 877
 Black
 White

The PANTONE color matching system should be used to match these colors as closely as possible. Color equivalents in other systems are shown as a guide.

When designing for the Internet, use Web-safe equivalents for the Trusted Choice® signature colors noted here.

color breakdowns

	COATED	UNCOATED	CMYK	RGB	WEB
BLUE	PANTONE 287C	PANTONE 287U	100C 79M 0Y 0K	15R 35G 140B	0R 0G 153B
SILVER	PANTONE 877C	PANTONE 877U	0C 0M 0Y 47K	135R 135G 135B	153R 153G 153B

The colors shown on this page and throughout these Logo Rules have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. PANTONE® is a registered trademark of Pantone, Inc.

Trusted Choice® Blue background

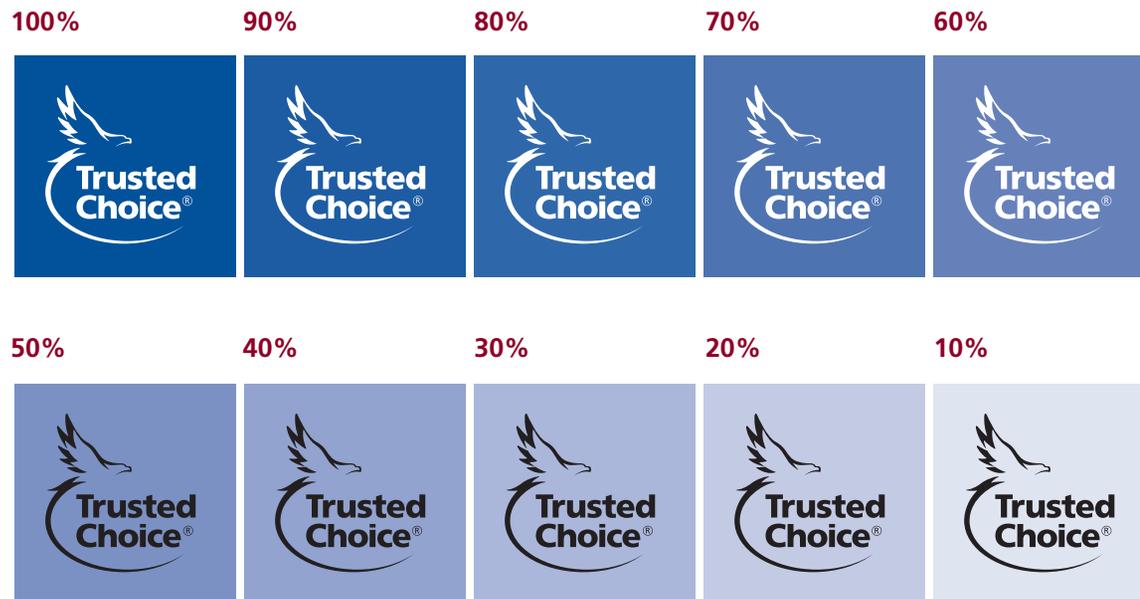


When reversing out (all white) the Trusted Choice® logo, use as a background color Trusted Choice® Blue, black or one of the Secondary Color Palette options unless they are unworkable. Although other solid color choices are permissible, a patterned background is never permissible.

Trusted Choice® Blue Background

On a solid Trusted Choice® Blue background, our signature should reverse out (all white) from the background color.

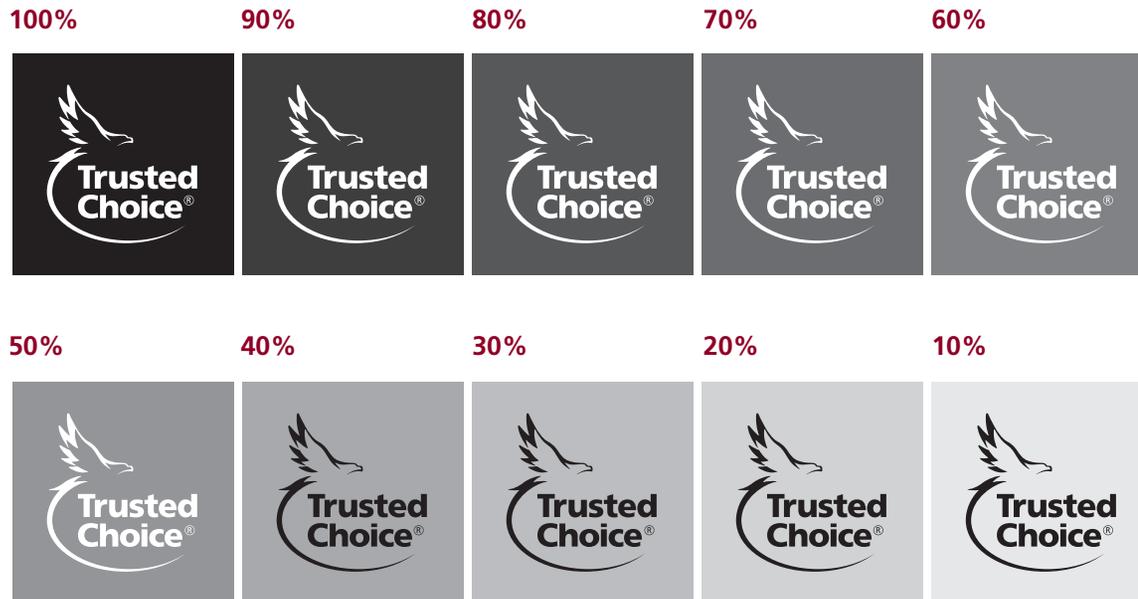
It is less desirable to apply the signature on lighter shades (or tints) of Trusted Choice® Blue. However, if no other choice is workable, use a positive signature for tints from 0% to 50% and a reverse signature for tints from more than 50% to 100%.



black background



On a black background, the Trusted Choice® signature should reverse out (all white) from the background. It is less desirable to apply the signature on lighter shades (or tints) of black. However, if no other choice is workable, use a positive signature for tints from 0% to 40% and a reverse signature for tints from more than 40% to 100%.



Color on this page is NOT accurate: Consult preprinted standard color chips.

two color	one color	one color	one color
Trusted Choice® Blue & black	Trusted Choice® Blue	black	silver
			
			
			

*Color on this page is NOT accurate: Consult preprinted standard color chips.

The primary expression of our identity is two-color, using Trusted Choice® Blue and black. Trusted Choice® Blue is used for the eagle and swoop, with black used for the logotype and tagline.

There are occasions where it is preferable or necessary to use a single color for the Trusted Choice® mark; for example, any extra-small version of the logo must be in one color. In those cases, you may use any of these four colors:

- All Trusted Choice® Blue—preferred, as it distinguishes Trusted Choice® from other organizations.
- All black—when a clashing color is being used in close proximity or when no color is being used in the design.
- All white—when the background is dark, including backgrounds using Trusted Choice® Blue, black or one of the Secondary Palette Colors. (See Agency Usage Guidelines for more on the Trusted Choice® secondary color palette.)
- All Trusted Choice® Silver—when a formal occasion calls for added elegance. As when using any metallic ink, consult with your printer to ensure that the paper and printing process will yield the high-quality results you want.

A one-color Trusted Choice® signature must never appear in any color other than Trusted Choice® Blue, Trusted Choice® Silver, black or white.

Color on this page is NOT accurate: Consult preprinted standard color chips.

SECONDARY COLOR PALETTE BACKGROUND



Trusted Choice®
Teal

Trusted Choice®
Azure

Trusted Choice®
Maple

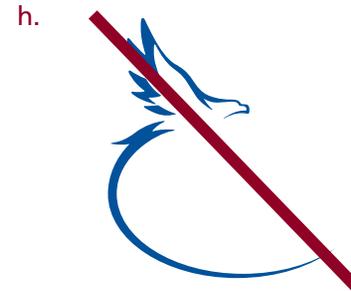


Trusted Choice®
Gold

Trusted Choice®
Orange

Trusted Choice®
Red

When using a color from the Trusted Choice® Secondary Color Palette as a background for the signature, make sure the background color is solid (100%). Use a reverse (all white) signature on all of the secondary color backgrounds.



Trusted Choice® signature artwork must be used exactly as provided and must not be altered in any way.

Do not:

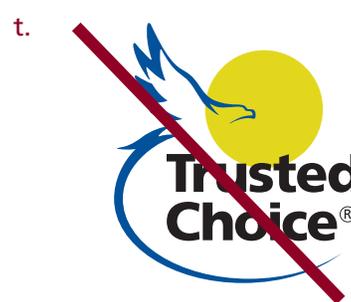
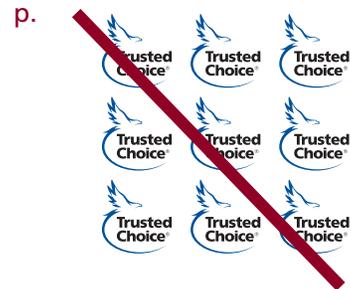
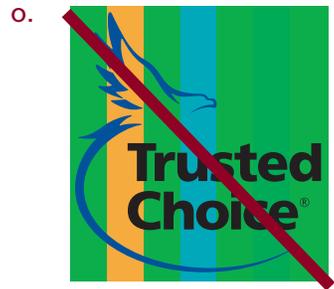
- flip the symbol (a)
- use the logotype by itself (b)
- change the relationship between the logotype and the symbol (c)
- substitute any other font or typeface for the logotype (d)
- use an element of the signature as decoration (e)
- alter the proportions of any signature element (f)
- rotate any element of the signature (g)
- use the symbol by itself (h)
- insert text in the logo (i)
- delete the registration symbol (j)
- make any other change to the mark (all)



Trusted Choice® signature artwork must be used exactly as provided and must not be altered in any way.

Do not:

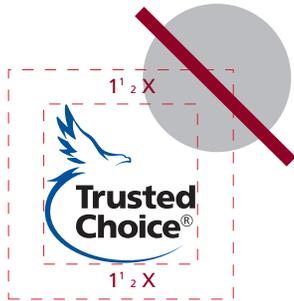
- alter the colors or other characteristics of supplied signatures (all)
- outline or otherwise alter any element of the signature (k)
- switch the colors of a two-color signature (l)
- substitute another color for any element of a signature (l, m)
- add a stroke to any element of the signature (n)



Do not:

- use the signature on a patterned or other distracting background (o)
- make a pattern of the signature (p)
- embellish or add any extraneous elements to the signature (q, r, s, t)
- use a drop shadow on the signature (r)
- make a 3-D or beveled version of the signature (s)
- allow any graphic element to enter into the signature's clear space (o, r, t)

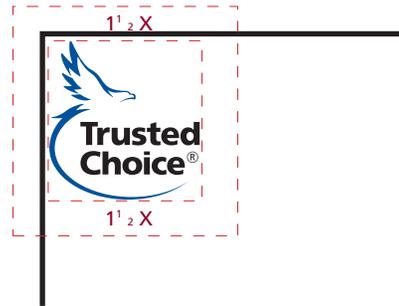
aa.



bb.



cc.



dd.



ee.



ff.



gg.



hh.



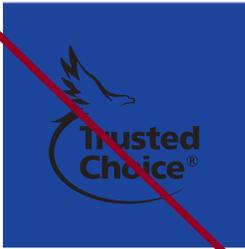
Do not:

- allow any graphic element to encroach on the signature's clear space (aa, bb, ff)
- allow type to encroach on the signature's clear space (bb)
- place the signature closer than the clear space distance to the edge of a page or screen (cc)
- use any version of the signature outside of its acceptable size range (dd, ee)
- use the extra-small version of the signature below the absolute minimum size (ee)
- enclose the signature in another shape (ff)
- alter the height-width proportions (gg, hh)

gg.



hh.



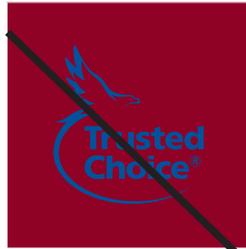
ii.



jj.



kk.



ll.



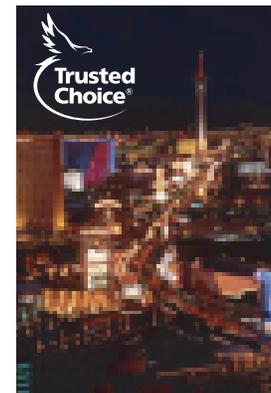
mm.



nn.



oo.



Do not:

- use any signature other than all-white on a black background (gg)
- use any signature other than all-white on a Trusted Choice® Blue background (hh)
- use positive signatures on backgrounds from our secondary color palette (ii, jj, kk)
- use a two-color signature on a non-white background (jj)
- place the signature on a “busy” section of a photograph, with elements that could detract from the signature (ll, nn)

Do:

- look for a flat, even-toned area of a photo to place the signature (mm, oo)
- ensure that there is excellent contrast between the signature and any photo background, using the appropriate (positive or reverse) signature (mm, oo)
- make sure that “interest elements” of the photo do not encroach on the signature’s clear space (mm, oo)